

William C. Russell

From: Angela Kang <angela@ring.com>
Sent: Wednesday, August 7, 2019 11:23 AM
To: William C. Russell
Cc: Media
Subject: Ring In-App Confirmation + PR Materials - Ontario PD

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Sgt Russell,

Thank you for your interest in doing a PR to announce OPD's partnership with Ring.

Firstly, before training can begin, Ring will send out a standard in app announcement message (see below) to inform Ontario Neighbor's app users that you have joined the platform and set the stage for your participation on the app. Please approve this before the first webinar date.



Additionally, below are the PR materials to help you get started and well as guidelines on responding to press/media inquiries.

Ring's PR team is copied on this email (via media@ring.com) please be sure to connect with us if you receive any media inquiries.

Neighbors App PR Materials Folder (click to access [\[dropbox.com\]](#)) includes:

- Initial social media announcement templates (a great tool for informing the community)

- Key Neighbors App talking points
- Hi-res Neighbors App imagery

Guidelines

- All public facing messaging and materials that mention Ring and/or the Neighbors App must be approved by both parties
- Media inquiries and public requests for information about Ring or the Neighbors App should be flagged with both parties by contacting Ring's PR team via media@ring.com
- Per Ring's company policy, we do not publicly disclose any app user or device owner data

Neighbors Portal back-end features should not be shared with the public, including the law enforcement Neighbors Portal on desktop view, the heat map, sample video request emails or the video request process itself as they often contain sensitive investigative information

Please be sure to connect with myself as well as Ring's PR team (via Media@ring.com) regarding any inbound media inquiries.

Please reach out with any questions!

Thank you,

Angela Kang

Partner Success Manager
angela@ring.com
425-274-5987



1523 26th St.
Santa Monica, CA 90404
www.ring.com [ring.com]



[shop.ring.com]

[Download the Neighbors App. \[shop.ring.com\]](http://shop.ring.com)
Join the new
neighborhood watch.

Initial Public Announcement - Social Media Templates

What: Initial Neighbors App Announcement via LEA's social media

When: Usually in the first few weeks following Onboarding (*once Dept. has implemented trainings and some experience using the portal to comment, post and send requests*)

Purpose: Build initial public awareness & excitement in conjunction with Onboarding

Success Metrics: New users joining the app with increased response rates and engagement from existing users

Initial Announcement Templates Included Below:

1. Facebook
2. Nextdoor
3. Twitter (2 versions)

Additional Info & Materials:

****Be sure to include your Department's custom link + text code info (provided by your PSM) where highlighted below**

****Initial PR Dropbox contains** official Neighbors app social graphics & hi-res images to use with templates below

#1: Facebook Template

We're excited to announce that the [Agency Name] has joined the Neighbors app by Ring! Neighbors is a free app where community members can stay up to date on local crime and safety situations by signing up for real-time alerts and sharing anonymous tips directly from their smartphone

[Agency Acronym] has partnered with the Neighbors app and can now post incident updates, helpful safety tips and requests for investigative information to residents using the app in communities we serve.

Text '[TEXTCODE]' to 555888 or click here: [CUSTOM LINK] from your smartphone in order to download Neighbors for free on iOS/Android and join the conversation

*****Attach Neighbors App Graphic / Approved Image*****

#2: Nextdoor Template

Subject: *[Agency Acronym] has joined Neighbors by Ring*

We're excited to announce that the [Agency Name] has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

[Agency Acronym] will be using 'Neighbors' to view posts in your area and provide updates on crime and safety incidents so you can all stay informed. By working together, we can all make [City/County] a safer community.

Text '[TEXTCODE]' to 555888 or click here: [CUSTOM LINK] from your smartphone to download the app for free on iOS/Android and see what's happening in your neighborhood.

*****Attach Neighbors App Graphic / Approved Image*****

#3: Twitter Templates

Sample Tweet Version #1:

The [Agency Name] is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @[AgencyHandle]. Text "[TEXTCODE]" to 555888 or click here: [CUSTOM LINK] to download the app for free & see what's happening in your neighborhood.

Sample Tweet Version #2:

By working together, we can make #[City/County/Hashtag] communities safer. That's why [Agency Name] is excited to join Neighbors by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @[AgencyHandle]. Text '[TEXTCODE]' to 555888 or click here: [CUSTOM LINK] to download the app for free on iOS/Android.

*****Attach Neighbors App Graphic / Approved Image*****

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[AGENCY] Joins Neighbors App by Ring

Local law enforcement announce new communication tool & free app to enhance community engagement, improve public safety

Key Talking Points

- The [AGENCY] is excited to join the Neighbors app by Ring as a new way to provide real-time crime and safety information to our community.
- Ring launched the Neighbors app in May of 2018 as a free way for community members and local law enforcement to share real-time local crime and safety information whether or not they own a Ring device.
- The Neighbors app network has millions of users across the nation and has already been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.
- [CITY] residents can text '[TEXT CODE]' to 555888 from their smartphone to download the Neighbors app for free on iOS and Android.
- Once downloaded, residents can join their digital neighborhood and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive regional safety alerts from their neighbors, local law enforcement and the Ring team - all in real time.
- Through joining Neighbors by Ring, [AGENCY] will be able to:
 - Provide updates to Neighbors about local crime and safety incidents in the area.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- Like other social media sharing platforms, our participation on the Neighbors app is not meant to replace 911. If residents see a crime occur they are encouraged to immediately report the incident through official department channels.
- All tips shared via Neighbors are anonymous unless residents choose to identify themselves, as anonymous tips are an important tactic already used to solve crimes.
- This does not grant law enforcement access to cameras or user data. Law enforcement can only view content posted by users to the Neighbors app or that they have decided to share with us in response to a specific request.
- You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app. Local residents are encouraged to download the free Neighbors app in order to keep up with crime and safety updates and participate in the digital neighborhood watch straight from their smartphones.



Neighbors by Ring

Memorandum of Understanding

This agreement is entered into this 16th day of July, 2019 by and between Ring LLC ("Ring") and Ontario Police Department ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Ontario California ("City") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
 - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- Make the Neighbors App available to City residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior

consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

RING LLC

Date: 7/30/19

By: [Signature]

Name: August Cziment

Title: Director of Operations

Agency

Date: 7/19/19

By: [Signature]

Name: DEREK WILLIAMS

Title: POLICE CHIEF

William C. Russell

From: Angela Kang <angela@ring.com>
Sent: Wednesday, August 7, 2019 1:36 PM
To: William C. Russell
Subject: Ring Pre-Onboarding Call Recap - Elk Grove PD
Attachments: Law Enforcement User List.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Sgt Russell,

Very nice speaking with you today. Below is a recap of what we spoke on and the few action items I need.

1. 45 min Stakeholders Webinar (The Soft Launch Phase) : This is me "training the trainers" to get the stakeholders to understand the Ring Portal so they can determine the best way to roll out the tool within their units. We suggest that 1-2 reps from each group below attend this webinar as they will be the go-to person if anyone within their units have questions. They will also be the early adopters who can start using the Portal after the webinar so they could speak about their use case/experience with the Portal and perhaps share success stories (if any) during the in person training. Can you please suggest a few dates/times within the next week or two?

- a) Community Outreach: Community Service Officer/Community resource officer, those who attend HOA neighborhood watch meetings
- b) PIO/Social Media Committee
- c) Investigations/detectives
- d) Crime analysts
- e) Road Patrol Officers

2. 45 min In Person Training (The Hard Launch Phase): This would be an in person training to onboard the rest of the agency. This training takes place typically ~2-3 weeks after the stakeholders webinar. Can you please suggest a few dates/times 2 weeks after the stakeholder webinar takes place?

3. Portal Setup

a) Law Enforcement User List: Please fill out the attached spreadsheet for everyone that should have access to Portal. Next to each user, can you please indicate "Admin" or "User"? Admins will have the ability to add new users and toggle on/off video request feature and posting privileges for the users at the agency.

b) Browser Compatibility: A reminder that portal is only compatible with Chrome [google.com] or Firefox. Internet Explorer is not compatible. I will mention this during the trainings.

c) Beats Map: If you decide that assigning each user to a beat/assigned area would be appropriate, please send over a beats map (PDF, Shapefile, or ESRI files are fine as long as

highways, street names are clear so we could draw the boundaries) so that we can create them for your Portal so that your users can assign themselves to a district. When a user assigns themselves to a beat, they will receive email alerts whenever a "Neighbor" posts a crime in that beat.

Thank you,

Angela Kang

Partner Success Manager

angela@ring.com

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Join the new neighborhood watch.

* Required Fields

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William C. Russell

From: Gary Naranjo
Sent: Wednesday, September 18, 2019 3:27 PM
To: William C. Russell
Cc: Robert Wightman; Gary Naranjo
Subject: FW: New Comment Added to a Post You're Following: "Suspicious car in Eden Glen area"

Here is the link of the conversation.

From: Ring Team [mailto:no-reply@ring.com]
Sent: Saturday, September 14, 2019 8:50 AM
To: Gary Naranjo <GNaranjo@ontariopolice.org>
Subject: New Comment Added to a Post You're Following: "Suspicious car in Eden Glen area"



Hi Detective Naranjo,

A Neighbor recently [commented \[email.ring.com\]](mailto:email.ring.com) on a post you're following:

Post Title:

Suspicious car in Eden Glen area [email.ring.com]

Neighbor Comment

Neighbor22 wrote: "Good job"

[VIEW POST \[email.ring.com\]](mailto:email.ring.com)



[\[email.ring.com\]](#)[\[email.ring.com\]](#)[\[email.ring.com\]](#)

Email intended for gnaranjo@ontariopolice.org

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